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"AMERICA'S OLDEST FANCY GOLDFISH FARM"

SPECIALTIES:

Japanese Goldfish
Water Hyacinths
Water Lilies
Aquarium and Pool Plants
Aquarium Supplies
Tropical Fish



"Use Water Hyacinths for Spawning and in Outdoor Pools"

Largest Wholesaler of Ornamental Aquatic Plants in the U.S.

Address all Communications to Mt. Airy, Cincinnati, Ohio

October 1, 1932.

READ WHAT OUR DEALERS SAY

TO THE TRADE:

There's no more gamble in buying Goldfish when you order from us. We list them so you can order the best kind of assortments and so you know in advance exactly what you will get.

We feel that it's up to us to see that you get what you order and that our fish and plants come to you in good shape. The season is on right now. Our fish are right - our prices are right, our service prompt. We bill every shipment as light as consistent with safety and that saves you money in Express charges. We guarantee 100% live delivery and your satisfaction on every purchase from us. (In case of loss in transit, you must get a signed Bad Order receipt by Express driver, send it to us with your next order and the fish will be added no charge.)

Regardless of where you have been buying your Goldfish, we believe you will make more money buying from us! You will find like many successful merchants that it will pay you to build up a trade on quality fish and to buy from a dependable American Grown source like we offer. Remember, it doesn't pay to buy Goldfish on price only, for you can't make money on inferior merchandise - moreover, you need the fancy varieties we can now sell at such low prices!!

Yours for a good season -

THE LAKEVIEW PONDS.

P.S. - If you have any Tropical Fish to offer in lots of fifty or more write at once quoting kinds. We may be able to use them in trade for items we list.

P.S. - Shipping Cans represent a considerable investment. We rely on you to return them promptly by Express Prepaid; - charge is only 20¢ per can from any point in the U.S. If you have any on hand, please return them now.

Sioux City, Iowa,
Sept. 31, 1931.

"Your stock was very good and we were well satisfied. We are intending to deal with you again." Sunset Nurser.

Tazewell, Va.,
June 17, 1931.

"I want to thank you and compliment you on the nice shipment of fish that you sent me. I have ordered fish from a number of different places, but I have never gotten anything like you sent me for the same amount of money. I certainly know where to go to get my money's worth now." H. W. Pobst.

Lumberton, Miss.,
February 15, 1932.

"We are more than pleased with the fish you sent. They are by far the peppiest lot of fish we have ever received. There was only one in the lot that seemed sick or stupid and we think it will pull through. Thanking you for the lot of fish you sent and thanking you for the information wished." W. & H. Greer.

Springfield, Ill.,
September 30, 1931.

"Recently I placed an order with you for fish and they arrived in fine condition and I am taking this opportunity to congratulate you on the fine way in which you manage your business. Wishing you success, I remain, M. D. Wing."

Fredericksburg, Va.,
September 18, 1932.

"This is our largest order to you. We have tried out stock from several fisheries, but are strongly of the opinion that yours excell." Elkins Flower Shop.

Ames, Iowa,
May 14, 1932.

"Please rush 100 best grade Water Hyacinths. Yours very best I ever get." Ed Coe.

Charleston, W. Va.,
October 12, 1931.

"Received shipment in fine order. I thank you for the fine specimen fish you selected." E. R. Hern.

Atchison, Kansas,
December 3, 1931.

"Shipment of Plants and Fish came through O. K. Fish were very best quality and size I have ever seen for the money. You may expect another order soon." J. R. Colgan.

A FEW WORDS ABOUT
THE LAKEVIEW PONDS
 "America's Oldest Fancy Goldfish Farm"

Below—Our new building just completed, housing general office, shipping room, and a new greenhouse. A complete new unit 80' x 30', two stories high. Also a view of two of "The Lakeview Ponds."



J. A. BRIGEL
Founder and Owner
 1892 - 1923



R. C. DOLLE
Present Owner

THIS Folder comes to you on our Fortieth Anniversary. Our business was founded in 1892 by Joseph A. Brigel, who actively conducted it until his death in 1923. Much of the present practice used in Commercial Goldfish raising was first used at Lakeview by Mr. Brigel, who was a pioneer producer of Fancy Goldfish grown in outside ponds.

Since the death of Mr. Brigel in 1923, the business has been continued by R. C. Dolle, his grandson, who had grown up at Lakeview and shared much of his interest in this work.

As a result of this long period of business we have developed several of the best strains of commercial goldfish in the country; we have built up a reputation for Quality, together with honest and careful service. Many of our present customers have handled our fish and plants for from 20 to 30 years!

We own and operate a farm of eighty acres within the city limits and only eight miles from the heart of Cincinnati. We enjoy the best possible situation as regards shipping, since we have fast service to all points from Cincinnati. Shipments always leave our farm in our own truck in the evening and usually go out by express or by mail the same night.



With the completion of our new building at Mt. Airy, in 1931, we now have the most modern facilities of any wholesaler in our line. We have grown and shipped several millions of fancy Goldfish and several millions of Aquatic Plants during our many years of business, and we are now equipped to serve you better than ever before.

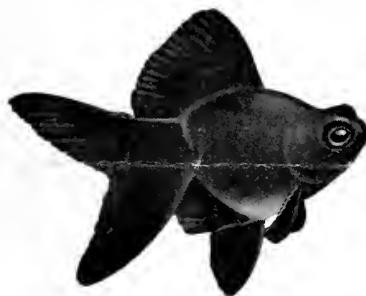
Our terms are cash with order except to rated concerns and to those who establish a good credit with us by sending two or more references of wholesale concerns with whom they have dealt for over a year. Prices are quoted on a cash basis, and you will not lose a cent by sending the cash with order. Our reputation in the trade is our bond.

We solicit your business on the merit of our goods and our service. If things do at times go wrong, we want to hear all details and we will do our best to correct any mistake made by us. Our liberal guarantees on all Plants and Goldfish prove that we mean this. Try us and let us prove that you can make money by dealing with "America's Oldest Fancy Goldfish Farm."

JAPANESE FANTAILS

Fine quality, good bodies, tails and fins.
Colors are red, gold, pearl or albino, black and red, pearl and red. As fine as they grow.
1½ Inches (see note below).....\$ 5.50
2 " 7.00
2½ " 10.00
2½ to 3½ Inches..... 14.00
3½ to 4 " Selects..... 25.00
4 to 5 " Selects..... 50.00

CHINESE MOORS



The Chinese Moors or "Black Telescopes" are the only members of the Goldfish family to develop the true "black velvet" color.

These are principally choice Black Telescope Fantails. A few Black Singletails and a few Red and Calico Fantails are added. Choice quality—lowest prices ever quoted!

1½ to 2 Inches.....	\$ 8.50
2 to 2½ "	12.00
2½ to 3 "	15.00
2½ to 3½ " Selects.....	18.50
3 to 3½ " Selects.....	25.00
3½ to 4 " Selects	35.00 and 50.00

CALICO TELESCOPES and CALICO FANTAILS

(Note—A few Nymph type Calico Telescopes included.)

2 to 2½ Inches.....	\$15.00
2½ to 3 "	18.50
3 to 4 " Selects.....	35.00

NOTE—Sizes are the overall length of fish from nose to tip of tail. Mixed colors are given with each grade unless otherwise stated or specially requested. Where all fish are wanted in two colors such as red and white or red and black, cost is 40% greater than for standard grades listed. Prices on extra large fish on request.

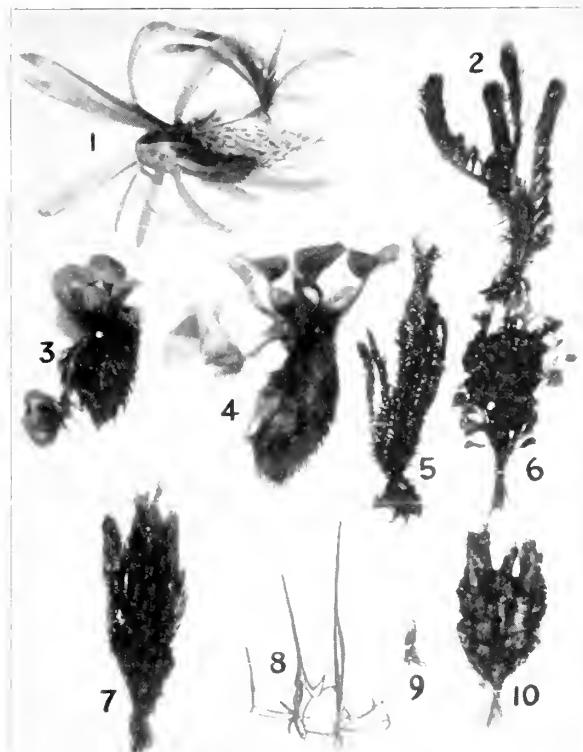
FOUR NEW WATER PLANTS (Not shown on cut)

Southern Spatterdock—A broad-leaved, under-water plant furnished as a rooted plant. Leaves 2 to 4" wide by 6 to 8" long borne on stiff stem. Entire leaf under water. Choice for large display tanks and the larger aquariums. Plant in sand in a pot. \$1.00 per dozen.

Water Poppy—Leaves float on surface of water. Plant like a water lily. (See below). Flowers light yellow similar to the California Poppy. Can be used in display tanks and aquariums. Special, 60¢ per dozen.

Dauben—Miniature Tropical Water Lily. Small leaf plants from the light blue tropical lily, furnished with buds ready to bloom. Leaves float on water. Plant in small pot of rich soil with half inch sand on top. Place so leaves reach top of water. Special until stock is sold, 3 for \$1.00. \$3.60 per dozen.

Creeping Water Hyacinth—A vine of entirely different habit than regular Water Hyacinth. A steady bloomer in pools. Retails 50¢ each. Plant in shallow water. Price until frost, \$1.50 per dozen. \$10.00 per 100. Price during winter and early spring 25¢ each for good divisions.



Plants shown one-sixth natural size—(See description and prices below)

SOME STANDARD "LAKEVIEW" AQUATICS FOR AQUARIUMS AND POOLS

- No. 1. **Sagittaria**—(The large plant is shown sidewise.)—A splendid oxygenator for aquariums and pools. Has stiff, strap-like leaves, which grow under water most of the year, but plants send up tall leaves above water and a blossom in summer, during which time it is out of season, but still available at \$5.00 per 100. Steadily gaining popularity as it gets better known. Grows well in aquariums throughout the year. Fine for tropical fish, easily kept in stores. \$4.00 per 100.
- No. 2. **Parrot Feather**—A species of *Myriophyllum*, good for aquariums or pools. Leafage above and below water. In pools, plant at the edge in very shallow water, so its long runners will give beautiful coverage. Available April 15 to November 15. Must be planted at once on receipt. \$5.00 per 100.
- No. 3. **Shell Flower**—Similar to Water Hyacinths, but rarer and preferring semi-shade and moist atmosphere. Does nicely in pools in summer. Available April 15 to November 1 only. Should be placed in suitable location as soon as received. \$1.00 per dozen. \$7.00 per 100.
- No. 4. **Water Hyacinth**—"The Queen of Aquatic Plants"—Cut shows how plants multiply by runners. The largest selling pool plant in the United States, because best for gold fish to spawn on. Special low prices April to November. \$3.50 to \$5.00 per 100.
- No. 5. **Nanacaris Gigantia**—Splendid oxygenator for aquariums, and does nicely without much light. Not available at all times. \$5.00 per 100. 60¢ dozen.
- No. 6. **Ludwigia**—A very pretty plant, with well-developed leaves colored green on top, reddish underneath. Grows above and below water, and a very choice plant. Available year round. \$5.00 per 100. 60¢ dozen.
- No. 7. **Myriophyllum**—The largest selling bunched plant for the winter months. Available November to June 1, and most satisfactory when in season. Our standard when Cabomba is out of season. \$4.50 per 100. 60¢ dozen.
- No. 8. **Valisneria**—A grass-like plant, for aquariums. Reproduces with creeping runners, same as Sagittaria (No. 1). Available year round. Fine for tropical fish and all aquariums. \$2.50 per 100. 36¢ dozen.
- No. 9. **Salvinia**—A miniature floating plant, with dainty, fuzzy leaves 1/4" to 1/2" in diameter. Grows on the water without soil, but likes partial shade. May to December only. 50¢ per pint.
- No. 10. **Cabomba**—Best known of all aquarium plants. Ours is specially fine when in season, April 15 to December 15. Available the year round, but best when in season. "Myrio" (No. 7) succeeds it as our standard winter plant, but Cabomba is the leader summer and fall. \$4.50 per 100. 60¢ dozen.

TERMS—CASH WITH ORDER, unless you have established a satisfactory credit with us.

Hardy Goldfish for Aquariums and Pools

YOUR customers will buy FANCY GOLDFISH if you keep some of these attractive pets in stock. When you buy from us you can be sure of getting the best. Goldfish bred from the best stock, properly grown and properly graded and conditioned, when shipped by a responsible firm will give maximum value for your money. PRICES ON ALL FISH QUOTED IN DOLLARS PER HUNDRED. SMALLER QUANTITIES AT SAME RATE (except where otherwise stated).

TERMS: NET CASH and best values we have ever been able to offer! No Discounts.

COMMON GOLDFISH

All Colors—Including Black and Gold

Better color assortments and better shaped fish than the usual run of Common Goldfish because bred from Comet stock only.

2 Inches (See Note)	\$ 2.50
2½ to 3 Inches	3.50
3 to 3½ "	5.00
3½ to 4 "	6.00
4 to 4½ "	7.00
4½ to 6 "	12.50
6 to 7 "	25.00
7 to 8 "	50.00

COMETS

All Colors—Including Black and Gold

Long slender bodies and long tails. Variety of colors and real Quality Stock.

2½ to 3 Inches	\$ 4.50
3½ to 4 "	7.00
4½ to 5 "	10.00
6 "	25.00
6 to 7 "	35.00
7 to 8 "	60.00

JAPANESE NYMPHS

(Choice Specimens Only)

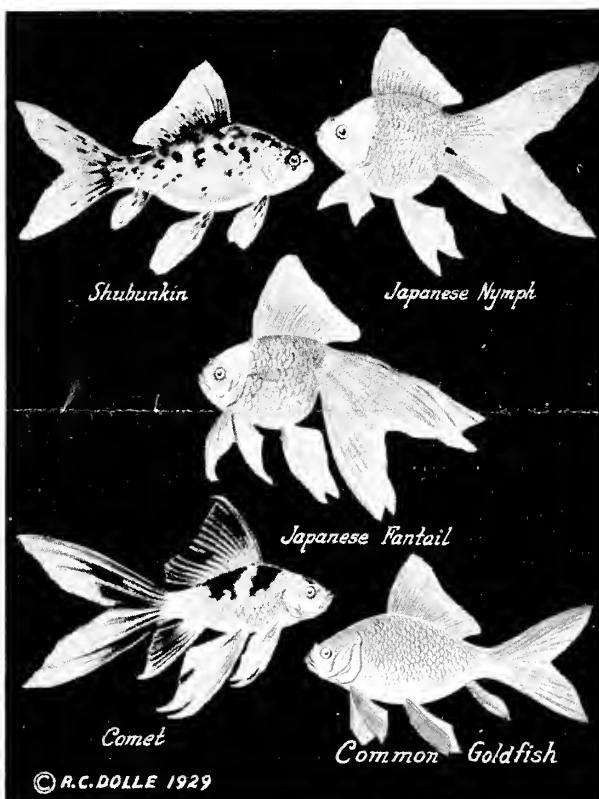
Same color and form as Japanese Fantails, but with single or ribbon tail.

2½ to 3 Inches	\$ 10.00
3 to 4 "	15.00
4 to 5 "	25.00

SHUBUNKINS

These are the attractive mottled or "Calico" fish with single tail. Colors are red, white, blue, lavender, orange, purple, black, at times all on same fish. Every fish differently marked. Very active, sturdy and much sought after for pools and aquariums.

2 to 2½ Inches	\$ 6.00
2½ to 3½ "	7.00
3½ to 4 "	12.00
4 to 5 "	18.00
5 to 6 "	35.00 and 50.00



A FEW TYPES OF LAKEVIEW GOLDFISH

SPECIAL ASSORTMENTS

All Fancy Goldfish

We get many requests for Mixed Lots of Fish at the same price and have prepared the following Special Assortments with much care. If we were asked, "What is the best value for our money this year?" we would unhesitatingly reply, "Buy ASSORTMENT No. 1 and retail most of them at 25c, some at 35c, and fear nobody's competition!!"

Until further notice we are mixing Assortments in the following proportions. Best value on the market!! All fish grown by us.

45% Japanese Fantails, 30% Black Telescopes, 15% Shubunkins and Calico Fantails, 10% choice large Singletails, good value.

ORDER BY NUMBER

Assortment	
No. 1—Size 2½ to 5 Inches	\$ 12.00
No. 2—Size 2½ to 6 "	15.00
No. 3—Size 3 to 6 "	18.00
No. 4—Size 3½ to 6½ "	22.00

—And a brand-new one—GOING BIG !!

Fancy Dwarf Assortment—

No. 6—Size 1½ to 3½ Inches	\$ 6.50
(All fancy Goldfish, mixed like the above.)	

SPECIAL DEALER TANKS

These tanks meet a long-felt need in Florist Shops, Seed Houses and Pet Stores. Here are some newly designed modern storage tanks of welded angle iron, with $\frac{1}{16}$ " glass and slate bottom, fitted for running water-feed and drain—and best value obtainable.

Size 12 x 30 x 12" deep, with angle iron stand. Total height is 42". Capacity, 16 gallons.

Price of Tank only..... \$12.50—plus freight

Price of Tank and Stand, complete 19.00—plus freight

Weight of tank only, 22 lbs.

With stand, 70 lbs.

We can also quote larger dealer tanks, very best make, fitted for running water as follows:

Size 14 x 36 x 14" deep. Capacity, 25 gallons. Tank only, \$28.00, stand \$13.00, plus freight.

Size 16 x 48 x 16" deep. Capacity, 45 gallons. Tank only, \$42.00, stand \$14.00, plus freight.

Size 18 x 60 x 18" deep. Capacity, 74 gallons. Tank only, \$67.00, stand \$14.00, plus freight.

NEW!

NEW!

COMPLETE DEALER COLLECTION

COLLECTION No. C. D. 1

24 Drum Type Fish Globes, $\frac{1}{2}$ gallon size, or 12 Drum Type Fish Globes, 1 gallon size

Specify which kind .. \$ 2.40

12 Boxes Wafer Fish Food..... .40
12 Shaker Top Cans Natural Fish Food.. .65
12 4" Goldfish Nets, wire handle..... .60
24 Assorted Bunches Water Plants..... 1.20
12 Black Ramshorn Snails..... .12
12 Tadpoles..... .18
50 Goldfish, Fancy Dwarf Assortment @ \$6.50 .. .3.25
50 Goldfish, 2 $\frac{1}{2}$ to 3", @\$3.50..... 1.75
1 Dozen Choice Ornaments, Set No. 2 .. 1.00

.40

.65

.60

1.20

.12

.18

.3.25

1.75

1.00

\$11.55

ALL THIS FOR \$10.00 (Save \$1.55)
(Specify what size fish globes wanted.)
DOUBLE THE COLLECTION FOR \$19.50
(Save \$3.60)

GOLDFISH GLOBES

(All Glass, Small Sizes)

We are listing here some of the most popular sizes and shapes of small all-glass Fish Globes, which are in great demand for our small Goldfish and for Guppy's and other Tropical Fish. Carry some of these in stock. Please note how packed. We CANNOT split packages. Small orders sent with Goldfish orders by Express Collect—larger orders sent by freight. We are not responsible for breakage on the way. See that Glassware is O. K. when you receive it, or file claim with transportation company.

ROUND DRUM TYPE

Size	Standard Package (Minimum Order)	Shipping	Price Per Dozen
		Weight	Crystal Green
2-qt.	2-doz. carton	43 lbs.	\$1.20 \$2.20
1-gal.	1-doz. "	38 lbs.	2.40 4.20
2-gal.	1/2-doz. "	38 lbs.	5.20 9.40

FANCY SQUAT TYPE

Size	Standard Package (Minimum Order)	Shipping	Price Per Dozen
		Weight	Crystal Green
1-gal.	1-doz. carton	38 lbs.	\$2.60 \$4.20
2-gal.	1/2-doz. "	38 lbs.	5.20 9.40

METAL FRAME AQUARIUMS

We are offering a well-made, inexpensive line of SLATE BOTTOM aquariums in the sizes needed for Tropical Fish and for Goldfish. The frames are welded heavy gauge rustless sheet metal, painted dark green, glazed with clear glass, and set with a high-grade plastic leak-proof aquarium cement. These tanks are very popular with Tropical Fish fans, and very serviceable. They are packed one to the carton. Price includes carton ready to ship.

No.	Inches	Description — Slate Bottom	Capacity Gallons	Price Each
77	8 x 14 x 10		5	\$2.40
78	10 x 16 x 12		8 $\frac{1}{4}$	3.50
79	12 x 18 x 14		13	4.50
84	9 x 18 x 11		7 $\frac{1}{2}$	3.75
86	10 x 20 x 12		10 $\frac{1}{4}$	4.45
101	6 x 12 x 8	Monel Metal, Bulb-edge Glass	2 $\frac{1}{2}$	2.15
102	7 x 18 x 9	Monel Metal, Bulb-edge Glass	5	5.00
103	8 x 20 x 10	Monel Metal, Bulb-edge Glass	7	6.00
201	12 x 24 x 12	Angle Iron, Heavy....	15	8.00
301	6 x 12 x 8	Slate Bottom, Green and Black-crackle Finish..	2 $\frac{1}{2}$	1.25
302	7 x 18 x 9	Slate Bottom, Green and Black-crackle Finish..	5	3.10
303	8 x 20 x 10	Slate Bottom, Green and Black-crackle Finish..	7	4.20